

# Forecasted 3 Week Cash Flow Budget

**Between July 30, 2022 and August 19, 2022**

Period	07/30/2022- 08/05/2022	08/06/2022- 08/12/2022	08/13/2022- 08/19/2022
Week Number	1	2	3

## Income

Product Sales	\$ 595,489.01	\$ 595,489.01	\$ 595,489.01
Advertising	-	-	-
Donations	3,141.25	3,141.25	3,141.25
<b>Total Income</b>	<b>598,630.26</b>	<b>598,630.26</b>	<b>598,630.26</b>

## Selling & Product Costs

Inventory Purchase	(76,155.17)	(76,155.17)	(76,155.17)
Repay PQPR Inventory	-	(250,000.00)	-
Merchant Account Fees	(26,797.01)	(26,797.01)	(26,797.01)
Shipping cost for drop ship orders	(7,911.81)	(7,911.81)	(7,911.81)
Fulfillment Services	(95,278.24)	(95,278.24)	(95,278.24)
Processor Fees	(23,819.56)	(23,819.56)	(23,819.56)
eCommerce Store Maintenance	(27,270.00)	-	-
Texas Sales Tax	(5,337.87)	-	-
<b>Total Cost of Goods Sold</b>	<b>(262,569.67)</b>	<b>(479,961.80)</b>	<b>(229,961.80)</b>

## Operating Expenses

### Advertising & Promotion

Advertising & Promotion	(3,041.98)	-	-
Print Media	(3,000.00)	-	-
Radio Show Advertising	(11,500.00)	-	-
<b>Total Advertising &amp; Promotion</b>	<b>(17,541.98)</b>	<b>-</b>	<b>-</b>

### Computer/IT/IP Expense

Internet & TV services	(2,082.90)	-	(1,608.39)
Software License Fees	(140.80)	-	-
Server Hosting Service	(28,595.13)	-	-
CDN Video Cloud Storage	(55,728.00)	-	-
Satellite Service	(137,282.93)	-	-
Imaging License Fee	(9,201.25)	-	-
Software & Apps	(5,000.00)	-	-
Website Hosting	-	-	(266.50)
<b>Total Computer/IT/IP Expense</b>	<b>(238,031.01)</b>	<b>-</b>	<b>(1,874.89)</b>

### Insurance

Insurance	(2,166.50)	-	-
-----------	------------	---	---

### Office & Administrative Expense

Bank Fees & Service Charges	(45.90)	(45.90)	(45.90)
Equipment Rental	(1,989.90)	-	-
Office Supplies/Printing/Copy	(2.10)	(2.10)	(2.10)
Business Meals	(280.46)	(280.46)	(280.46)
<b>Total Office &amp; Administrative Expense</b>	<b>(2,318.36)</b>	<b>(328.46)</b>	<b>(328.46)</b>

### Outsourced Services

Outsourced Services	(45,980.00)	-	-
Consulting Services	(22,670.00)	-	(12,000.00)

### Utilities

Electricity	-	-	(5,107.63)
HVAC	(256.19)	-	-

EXHIBIT

	<i>Period</i>	<i>07/30/2022-</i>	<i>08/06/2022-</i>	<i>08/13/2022-</i>
		<i>08/05/2022</i>	<i>08/12/2022</i>	<i>08/19/2022</i>
CAM Charges		(20,364.16)	-	-
Water & Sewer		(1,708.55)	-	-
Gas Service		(132.09)	-	-
Pest Control		(244.65)	-	-
Waste Management		(351.81)	-	-
<b>Total Utilities</b>		<b>(23,057.46)</b>	-	<b>(5,107.63)</b>
<b>Occupancy</b>				
Rent		(33,408.51)	-	-
Office Security		(31,111.90)	-	-
Repair & Maintenance - Building		(1,777.19)	-	-
Janitorial		(5,983.33)	-	-
<b>Total Occupancy</b>		<b>(72,280.93)</b>	-	-
Supplies		(1,258.02)	-	-
Telephone		(18,337.88)	-	-
<b>Personnel Expenses</b>				
Salaries & Wages - Base		(168,467.44)	-	(168,467.44)
Payroll Tax		(13,971.09)	-	(13,971.09)
Alex Jones Salary		(54,166.67)	-	(54,166.67)
<b>Total Personnel Expenses</b>		<b>(236,605.20)</b>	-	<b>(236,605.20)</b>
<b>Travel</b>				
Mileage/Parking/Tolls		(99.69)	(99.69)	(99.69)
Vehicle Leases		-	(1,470.56)	-
<b>Total Travel Expenses</b>		<b>(99.69)</b>	<b>(1,570.25)</b>	<b>(99.69)</b>
<b>Total Operating Expenses</b>		<b>(680,347.03)</b>	<b>(1,898.71)</b>	<b>(256,015.88)</b>
<b>Non-Operating Expenses</b>				
Payment on PQPR Note		(12,500.00)	(15,500.00)	(27,500.00)
AMEX Payment		(172,390.28)	-	(172,390.28)
<b>Total Other Expenses</b>		<b>(184,890.28)</b>	<b>(15,500.00)</b>	<b>(199,890.28)</b>
<b>Professional Fees</b>				
CRO Fees		-	-	-
Financial Advisors Fee		-	-	-
Shannon & Lee LLP		-	-	-
Ray Battaglia		-	-	-
<b>Total Professional Fees</b>		<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Cash Flow</b>		<b>\$ (529,176.72)</b>	<b>\$ 101,269.75</b>	<b>\$ (87,237.70)</b>